

## CLAIMS

What is Claimed Is:

1. A weight assembly for a dumbbell, comprising:  
a weight plate;  
a first coating applied to at least a portion of the weight plate; and  
an at least partially transparent second coating applied over the first coating.
2. The assembly of claim 1, wherein the first coating comprises a coloring agent.
3. The assembly of claim 1, wherein the second coating is substantially clear, whereby the first coating is at least partially visible through the second coating.
4. The assembly of claim 1, wherein the second coating comprises polyurethane.
5. The assembly of claim 3, wherein the first coating is adapted to provide advertising.
6. The assembly of claim 5, wherein the advertising is a corporate logo.
7. The assembly of claim 1, wherein the first coating is one or more of the following:  
paint and powder coat.
8. The assembly of claim 1, wherein the second coating further comprises a UV protection chemical element.
9. The assembly of claim 1, wherein the second coating is adapted for receiving a dumbbell handle.
10. The assembly of claim 9, wherein the weight plate is adapted for receiving a dumbbell handle.
11. A weight assembly for a dumbbell, comprising:  
a weight plate;

a decal applied to at least a portion of the weight plate; and

an at least partially transparent second coating applied over the decal.

12. The assembly of claim 11, wherein the decal is comprised of a vinyl material.

13. The assembly of claim 11, wherein the second coating is substantially clear, whereby the decal is at least partially visible through the second coating.

14. The assembly of claim 11, wherein the second coating comprises polyurethane.

15. The assembly of claim 11, wherein the second coating is adapted for receiving a dumbbell handle.

16. A dumbbell comprising:

a handle; and

a plurality of weight assemblies, each assembly comprising:

a weight plate;

a first coating applied to at least a portion of the weight plate; and

an at least partially transparent second coating applied over the first coating.

17. A dumbbell comprising:

a handle; and

a plurality of weight assemblies, each assembly comprising:

a weight plate;

a decal applied to at least a portion of the weight plate; and

an at least partially transparent second coating applied over the decal.

18. A method for forming a weight assembly for a dumbbell, comprising the steps of:

providing a weight plate;

coating the weight plate with an at least partially transparent material;

providing means for attaching the coated weight plate to a handle.

19. The method of claim 18, further comprising the step of applying a decal to the weight plate before the step of coating the weight plate.

20. The method of claim 19, wherein a design is placed on the weight plate before the step of coating the weight plate.